## AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A server operational expenses collecting method for a server, the method comprising:

storing data in a program viewing log reflecting a first duration of time that a first viewer viewed a first program, the first program corresponding to a first program category from a plurality of program categories;

comparing the duration of time the first viewer viewed the first program to a threshold duration particular to the first program category;

generating first viewer tendency information reflecting whether the duration of time the first viewer viewed the first program exceeds the threshold duration for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

generating customer analysis information based on the first viewer tendency information;

providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting expenses from the advertiser for the provision of the customer analysis information~

wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer.

2-8. (Canceled)

9. (Currently Amended)  A server comprising:

storage means for storing data in a program viewing log reflecting a first duration of time that a first viewer viewed a first program, the first program corresponding to a first program category from a plurality of program categories;

comparing means for comparing the duration of time the first viewer viewed the first program to a threshold duration particular to the first program category;

viewer tendency generating means for generating first viewer tendency information reflecting whether the duration of time the first viewer viewed the first program exceeds the threshold duration for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

program guide reorganizing means for reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first

viewer, the reorganizing being done in accordance with the first viewer tendency information;

customer analysis information generating means for generating customer analysis information based on the first viewer tendency information;

customer analysis information providing means for providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting means for collecting expenses from the advertiser for the provision of the customer analysis information,

~~wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer~~.

10-16. (Canceled)

17. (Currently Amended) A computer-readable storage medium comprising processor-readable instructions for implementing a server operational expenses collecting method, the method comprising:

storing data in a program viewing log reflecting a first duration of time that a first viewer viewed a first program, the first program corresponding to a first program category from a plurality of program categories;

comparing the duration of time the first viewer viewed the first program to a threshold duration particular to the first program category;

generating first viewer tendency information ~~reflecting whether the duration of~~ ~~time the first viewer viewed the first program exceeds the threshold duration~~ for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

generating first viewer tendency information for a first viewer on the basis of a program viewing log, the program viewing log storing information about programs viewed by the first viewer on a terminal apparatus, the first viewer tendency information indicating the first viewer's tendency to view programs on the terminal apparatus;

reorganizing a first electronic television program guide into a second electronic television programming guide tailored to the first viewer, the reorganizing being done in accordance with the first viewer tendency information;

generating customer analysis information based on the first viewer tendency information;

providing the customer analysis information to an advertiser who practices an advertising campaign using the terminal apparatus; and

collecting expenses from the advertiser for the provision of the customer analysis information,

wherein the first viewer tendency information includes values for titles of the programs viewed by the first viewer.


18. (Canceled)

19. (Currently Amended) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide includes an absolute viewing program a group of programs input by that the first viewer absolutely wishes to view.

20. (Previously Presented) The server operational expenses collecting method according to claim 1, wherein the second electronic programming guide organizes programs into virtual channels, each virtual channel including programs from a plurality of program channel frequency bands.

21-26. (Canceled)

27. (Previously Presented) The method according to claim 1, wherein the program viewing log includes program titles, program categories, program keywords, and the date and day of the week on which programs viewed by the first viewer were broadcast.

28-29. (Canceled)

30. (Currently Amended) The method according to claim [[29]] 1, wherein the first program category is news, a second one of the program categories is drama, and the drama category has a corresponding threshold duration that is longer than the

threshold duration for the news ~~a threshold for a news category is lower than a~~
~~threshold for a drama~~ category.


31. (Currently Amended) The method according to claim 1, wherein the first
viewer tendency information includes <u>values for titles,</u> categories, and keywords of the
programs viewed by the first viewer.


32. (Currently Amended) The method according to claim 31, further comprising
providing the first viewer with a button for inputting a program rating for the <u>first program</u>
~~programs viewed by the first viewe~~r.


33. (Previously Presented) The method according to claim 32, further
comprising incrementing the value for the title, the category, and the keyword of a
program being watched when the first viewer presses the button.


34. (Currently Amended) The method according to claim 33, further comprising
using the value for the title, the category, and the keyword of the <u>first</u> program ~~being~~
~~watched~~ when the first viewer presses the button to determine other programs to
include in virtual channels in the second electronic television programming guide.